
From: Bruce-Chapman, Emily on Mon, Jul 18, 1994 10:04 AM
Subject: Virginia Slims of Philadelphia
To: Nellenbach, Jack
Cc: Ferrin, Robert; Marin, Wendy; Richards, TC; Suter, Norma

As discussed, Virginia Slims of Philadelphia is coming up in November (November 7-13) and we need a tie-in partner for our retail promotions. The promotion should be placed 4 weeks out from the event so at retail by October 10.

In addition, we have 1000 kits for the on-pack promotion (free cosmetic bag with 2 pack purchase of VS). This will be coming from Madden. For the carton promotion (2 free tickets to the event with a carton purchase) you can order as many displays as you would like. The carton promotion display is dropped shipped direct to the salesforce.

If you have any additional questions please feel free to call.

My deadline for a tie-in partner is the week of August 1st.
Many thanks for your help.